

The Art of Brainstorming



The Planning Process



Develop and Select Alternatives

2 parts to this step:

- Develop decision-making criteria
- Develop Actions

Determine Actions to solve problems

Develop decision making criteria (for example):

- ☐ Is there agency interest in implementing or funding this action
- ☐ Can we afford it
- ☐ How much time will it take to implement
- ☐ Effectiveness
- ☐ How practical is it for this community

Determine Actions to solve problems

Brainstorm, brainstorm, brainstorm

Brainstorming Rules

1. Prepare participants for the session
2. Create a safe place
3. Create a plan of next steps after the session
4. Use a skilled facilitator

How to Facilitate Brainstorms

- Make sure everyone has the same information and understands the problem;
- I always begin the session by asking “what do you think we ought to do.”
- Allow participants unrestrained solutions
- Never allow a critique of a solution, that comes later.
- Enjoy the session, no one has a patent on ideas

Next steps....

- Combine ideas that are alike;
- Create a matrix of decision-making criteria with brainstorm ideas;
- Come back to the group with a strategy to further their ideas. In other words, don’t let the ideas linger on a bookshelf

Decision-making Matrix

	Criteria #1	Criteria #2	Criteria #3	Criteria #4	Criteria #5
Idea					
Idea					
Idea					
Idea					